

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL**

**ANNOTATED MINUTES**

**AUGUST 15, 2018**

**PREPARED IN THE OFFICE OF  
PAULA S. O'NEIL, CLERK & COMPTROLLER**

**THE MINUTES WERE PREPARED IN AGENDA ORDER  
AS PUBLISHED AND NOT IN THE ORDER  
IN WHICH THE ITEMS WERE HEARD**

**9:30 A.M.**

**WEST PASCO GOVERNMENT CENTER, BOARD ROOM, 1ST FLOOR  
8731 CITIZENS DRIVE, NEW PORT RICHEY, FLORIDA 34654**

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**Tourist Development Council**

The Honorable Mike Moore  
Chairman, BCC

The Honorable Camille Hernandez  
Vice-Chair, Mayor, City of Dade City

The Honorable Chopper Davis  
Councilman, City of New Port Richey

Mike Kidd  
Hilton Garden Inn, Lutz

Judy Sutton  
Quality Inn, Port Richey

Robert Riehle  
Saddlebrook Resort

Piyush Mulji - **ABSENT**  
Hampton Inn Dade City/ Zephyrhills

Wendy Longman  
Windsong Charters

Greg Lenner  
Shoppes at Wiregrass

**Legal Staff:**

**Staff:**

Elizabeth Blair  
Senior Assistant County Attorney

Adam Thomas, Director, Visit Pasco County  
Consuelo Sanchez, Project Manager  
Shelly Bandy, Project Coordinator III  
Kolby Kucyk, Communications Manager  
Maria Gabriela LaJeunesse, Visitor Service Representative II

## **A. CALL TO ORDER**

Chairman Moore called the meeting to order at 9:33 a.m.

### **Invocation Pledge of Allegiance**

Ms. Shannon Egbert, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance.

### **Roll Call**

Ms. Egbert called the roll. All members were present except for Mr. Piyush Mulji who was absent.

## **B. OPEN TO THE PUBLIC**

No one spoke.

## **C. APPROVE THE MINUTES OF MEETING (Chairman Moore)**

### **C-1. Approve June 20<sup>th</sup> TDC Minutes as presented**

**The Council approved** the June 20, 2018 TDC Minutes.

## **D. PRESENTATIONS**

### **D-1. Phillip Downs – Downs & St. Germain Research – Visitor Profile Quarterly Report**

Mr. Phillip Downs, Downs & St. Germain Research, reviewed the April through June report and the January through June report using a PowerPoint presentation. He spoke regarding the study objectives, the length of stay, visitor satisfaction, activities during visits, spending, the demographics, areas visited, apps and websites used, advertising and promotions, and the perceptions of guests of Pasco County.

Discussion followed regarding total visitation numbers from a 12-year period and an estimated economic impact from a 12-month period; half of April was considered to be visited by “snowbirds”; and advertising in the area.

The item was for information only. No action was required.

## **EVENT FUNDING PRESENTATIONS**

### **D-2. Kevin Wolter – Tampa Bay Junior Hockey, Inc. – USPHL 2018 Florida Showcase**

Mr. Brett Strot, Tampa Bay Juniors Wesley Chapel, reviewed the item using a PowerPoint presentation. He spoke regarding the event schedule, the operations support, the locations of the teams involved, and the title sponsorship. He mentioned that the games would be streamed live.

Mr. Kevin Wolter, Tampa Bay Juniors Wesley Chapel, spoke regarding the economic impact and sponsorship dollars. He noted that a video for Pasco County tourism could be added as quick segments to be shown during the live streamed games.

Discussion followed regarding the amount of teams; the request amount; and sample itineraries and discounts for visitors.

Ms. Sanchez stated that the request was for \$10,000.00. Staff recommended up to \$7,000.00.

**The Council approved** the item per Staff's recommendation.

### **D-3. Benjamin Nagengast – Saint Joe Halloween Events, LLC. – SCREAM-A GEDDON**

Mr. Geof Kledzik, General Manager, reviewed the item using a PowerPoint presentation. He spoke regarding the average number of visitors, the earned media and advertising values, the hotel impact, and the partnership with Visit Pasco.

Mr. Thomas noted that the TDC dollars would be used out of the Tampa Bay region which would help attract new visitors.

Discussion followed regarding the media value and attention, and the dates of the event.

**The Council approved** the item per Staff's recommendation.

**D-4. Tina Farrell – Farrell Cares, Inc. – Cotee River Bike Fest**

Ms. Jessica Phelps, represented Farrell Cares, reviewed the item using a PowerPoint presentation. She gave the average number of attendance and the dates of the event. She stated that all proceeds from the event would be donated to The Children's Burn Foundation and The Angelus House. She spoke regarding the marketing breakdown, the National touring act Skid Row, and last year's event report.

Discussion followed regarding the exposure of the event and the Karl Reef restaurant.

Ms. Sanchez stated that Staff recommended up to \$4,000.00.

**The Council approved** the item per Staff's recommendation.

**D-5. Teresa Yoho – KRY, Inc. – Florida Bug Jam**

Mr. Randy Yoho, Florida Bug Jam, reviewed the item using a PowerPoint presentation. He spoke regarding the limited budget for advertising, the dates for the event, the poker run downtown Dade City, the out-of-County marketing, the major sponsors, the local charities, and projected hotel rooms.

Discussion followed regarding the marketing budget and the Pasco County Fairgrounds.

**The Council approved** the item per Staff's recommendation.

**D-6. Consuelo Sanchez – Fine Arts of the Suncoast, Inc. – Suncoast Arts Fest**

The item was removed from the Agenda.

**D-7. Consuelo Sanchez – Great Zephyrhills Chamber of Commerce – Pigs in Z'Hills BBQ & Blues Fest**

The item was removed from the Agenda.

**D-8. John Moors – Greater Dade City Chamber of Commerce – Annual Kumquat Festival**

Mayor Hernandez stated she had asked the County Attorney and Staff if she could present the item on behalf of Mr. John Moors who had a family emergency and could not attend the meeting. She reviewed the item using a PowerPoint presentation. She spoke regarding social media advertising, that it was a volunteer driven event, there would be radio commercial targeting outside of the County, it was the only Kumquat event in the Nation, local restaurants participating in the event, and the arts and crafts.

Discussion followed regarding the taste of the Kumquat and the status of the Kumquat crops.

Ms. Sanchez stated Staff recommended \$4,000.00.

**The Council approved** the item per Staff's recommendation.

Ms. Sanchez stated that the other events that were removed from the Agenda were because they were not willing to adjust their marketing plans.

Mr. Thomas reminded the members they would be reviewing the policies and procedures annually in regard to the application process.

**COUNCILMAN CHOPPER DAVIS LEFT THE MEETING AT 10:33 A.M.**

**D-9. Consuelo Sanchez – Chasco Fiesta Inc. – Chasco Fiesta**

The item was removed from the Agenda.

**E. DIRECTOR'S REPORT (Adam Thomas, Director)**

**E-1. Branding Update**

Mr. Thomas reviewed the item using a PowerPoint presentation. He spoke regarding the August 2<sup>nd</sup> and 3<sup>rd</sup> meetings with the Zimmerman Agency.

The item was for information only. No action was required.

## **E-2. Destination Update (STR/TDT Revenue)**

Mr. Thomas gave the 2018 May and June STR Report, the year to date STR report, and the tax revenue using a PowerPoint presentation.

Discussion followed regarding red tide.

The item was for information only. No action was required.

## **E-3. Request to Increase Maximum Allowable Gratuity/Tip**

Mr. Thomas spoke regarding the current 15% minimum gratuity that the Office of Tourism (OTD) employees were allowed to tip at local restaurants and attractions. He requested an increase to the minimum standard of 20%. He mentioned a recent FAM Tour at Nobel Crust.

**The Council approved** the increase maximum allowed gratuity tip to 20% with Councilman Chopper Davis absent from the vote.

## **E-4. 2018 TDC Schedule**

Mr. Thomas reviewed the schedule and noted the members could make recommended changes for next year.

Discussion followed regarding both 2019 July and December dates; the option to tentatively cancel the 2018 December date; and the member's availability.

The item was for information only. No action was required.

## **E-5. Office Relocation**

Mr. Thomas asked for direction from the TDC members on how to move forward and he reviewed three options. The first option would be to increase the amount budgeted for rent, the second option would be to purchase a building, and the third option would be to keep what they had and hope something opened up.

Discussion followed regarding a real estate broker; the current market value per square foot; the amount of square footage needed; the options for either office space or frontage retail/office space; marquee branding; location for the office; and that the option to purchase a building would not be a good idea.

Ms. Blair stated that visitor signage along State Road 54 could be in the right-of-way because the County owned and maintained the right-of-way.

Chairman Moore requested the item be delayed until next month.

#### **E-6. OTD Introduction: Kolby Kucyk, Communications Manager**

Mr. Thomas introduced Ms. Kolby Kucyk, Communications Manager, Ms. Brittany Chapman, The Zimmerman Agency, and Mr. Michael Izzo, Intern with OTD.

Ms. Kolby Kucyk, Communications Manager, stated it was a pleasure to be there and that she had lived in New Port Richey for a little over a year.

Ms. Brittany Chapman, Zimmerman Agency, mentioned she was looking forward to supporting the County.

Mr. Michael Izzo, Intern, thanked Staff for an awesome experience.

The item was for information only. No action was required.

#### **E-7. Tourist Development Plan: What's Next?**

Mr. Thomas reviewed the item using a PowerPoint presentation. He spoke regarding the target dates for the destination rebrand strategy, the Tourism Ordinance adoption; the DMO business plan, and the draft communication marketing plan from the Zimmerman Agency.

Discussion followed regarding the adoption of the Ordinance at the September 4, 2018 BCC meeting.

The item was for information only. No action was required.

#### **F. UNFINISHED BUSINESS (Consuelo Sanchez, Program Mgr.)**

##### **F-1. Quarterly Treasurer's Report**

Ms. Sanchez reviewed past events. She spoke regarding the TORHS 2Hot4Ice National Championship and the WickFest Hockey event.

Mr. Thomas stated that WickFest was a first time event and were requesting \$60,000.00. He noted that the TDC members had adopted a policy for sports events that the maximum allowance would be \$25,000.00.

Discussion followed regarding the request from WickFest; the Florida Sports Foundation Grant; Pasco County would be the only U.S. site for the event; hotel rebates; and projected room nights.

Ms. Sanchez continued and spoke regarding the National Disabled Hockey Festival that was scheduled for March 28, 2019 through March 31, 2019 and April 4, 2019 through April 7, 2019.

The item was for information only. No action was required.

## **F-2. Projects Report**

No items.

## **G. MEDIA REPORT (Adam Thomas, Director)**

### **G-1. Social Media Update**

Mr. Thomas reviewed the item. He spoke regarding an increased amount of Instagram and Facebook followers, and a scalloping campaign by the Zimmerman Agency.

Discussion followed regarding media exposure.

Chairman Moore spoke regarding Tampa Bay Idol at the Florida Hospital Center Ice and a Morning Blend spot.

The item was for information only. No action was required.

## **H. OTHER BUSINESS BY COUNCIL MEMBER**

### **H-1. New Port Richey (Councilman, Chopper Davis)**

No items.

### **H-2. Dade City (Mayor, Camille Hernandez)**

No items.



**I. ADJOURNMENT**

The meeting adjourned at 11:19 a.m.

TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING  
AUGUST 15, 2018



*Office of Paula S. O'Neil, Clerk & Comptroller*

Prepared by: Shannon Egbert  
Shannon Egbert, Records Clerk II  
Board Records Division